



WPTV

ORDER

Print Date 10/11/12

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Flight Dates 10/24/12-10/30/12

Contract / Revision 313920 /

Original Date / Revision

10/04/12 10/05/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # Order #91

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	9	\$4,760.00	\$5,600.00	0.00
November 2012	7	\$7,140.00	\$8,400.00	0.00
Totals	16	\$11,900.00	\$14,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	9	\$4,760.00	\$5,600.00
10/29/12	10/30/12	7	\$7,140.00	\$8,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/24/12	10/30/12	M-F 430-5a M-F 430-5a	CM	430-5a	11111--	:30	5	\$125.00	FX	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	11111--		5		\$125.00		0.00					
N 2	WPTV	10/24/12	10/30/12	M-F 7-9a M-F 7-9a	CM	7-9a	111-1--	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	111-1--		4		\$1,500.00		0.00					
N 3	WPTV	10/24/12	10/30/12		CM	10-11a	11111--	:30	5	\$575.00	FX	0.00	NM	5	\$2,875.00



WPTV

Print Date: 10/11/12

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Contract / Revision **313920** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/05/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **Order #91**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 10-11a												
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	11111--					5	\$575.00		0.00				
N 4	WPTV	10/24/12	10/30/12	M-F 3p-4p	CM	3-4p	MTWTF--	:30	1	\$500.00	FX	0.00	NM	1	\$500.00	
				3-4pm Jeff Probst												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	MTWTF--					1	\$500.00		0.00				
N 5	WPTV	10/30/12	10/30/12	Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00	
				THE VOICE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	-T-----					1	\$4,000.00		0.00				
													Totals	16	\$14,000.00	